

Message Text

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PAGE 01 STATE 057311
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DRAFTED BY EB/IFD/BP:SRPRUETT:BT
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EB/IFD/BP:LSALLAN
EA/J:DFSMITH
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COMM:JMARABITO

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R 151906Z MAR 77
FM SECSTATE WASHDC
TO AMEMBASSY TOKYO

UNCLAS STATE 057311

E.O. 11652: N/A

TAGS: EIND, JA

SUBJECT: TRADEMARKS: APPLICATION TO REGISTER SMITHONIAN

REFS: A) 75 TOKYO 4730; B) 75 TOKYO 5948; C) A-508 OF
JAN. 27, 1975

1. ACCORDING TO JAPAN'S OFFICIAL GAZETTE NO. 2238 OF
FEB. 1, 1977, THE UMEDA NAKAI GAKKI CORPORATION HAS
APPLIED TO REGISTER THE MARK SMITHONIAN FOR USE ON
MUSICAL INSTRUMENT (APPLICATION NO. 1481/75, ADVERTISEMENT
NO. 8836/77). THE SMITHSONIAN INSTITUTION (SI) HAS ASKED
THE DEPARTMENT FOR ASSISTANCE IN HAVING THE APPLICATION
DENIED BECAUSE, WITH THE EXCEPTION OF THE SECOND "S", IT
IS IDENTICAL TO THEIR NAME WHICH IS WELL KNOWN IN JAPAN.
"SMITHSONIAN", PUBLISHED BY THE SMITHSONIAN ASSOCIATES IS
RECEIVED BY ITS JAPAN MEMBERS AND UNDER THE AGREEMENT
BETWEEN THE U.S. AND JAPAN SIGNED AT TOKYO SEPTEMBER 5,
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1956, (TIAS 3638) THE SI WAS NAMED THE OFFICIAL EXCHANGE
OFFICE FOR TRANSMISSION OF PUBLICATIONS OF THE U.S. GOVERN-
MENT. SI WOULD NOT WISH TO HAVE ITS NAME CONFUSED WITH A
COMMERCIAL PRODUCT.

2. THE SI HAS ENGAGED THE FIRM OF LADAS, PARRY, VON GEHR,
GOLDSMITH AND DESCHAMPS OF NEW YORK TO OPPOSE THIS

REGISTRATION. THE PERIOD FOR OPPOSITION EXPIRES MARCH 30.
THIS FIRM THROUGH ITS JAPAN ASSOCIATES YUASA AND HARA
OPPOSED A SIMILAR APPLICATION IN DECEMBER 1974. THE
EMBASSY'S ASSISTANCE IN THAT AFFAIR PROVED TO BE
EXTREMELY VALUABLE. THE EMBASSY WAS ABLE TO PERSUADE
C. ITOH COMPANY TO WITHDRAW ITS APPLICATION.

3. YUASA AND HARA WILL AGAIN BE HANDLING THE OPPOSITION
IN JAPAN. THE DEPARTMENT SUGGESTED THAT LADAS ET. AL.
HAVE YUASA AND HARA KEEP THE EMBASSY INFORMED ON ITS PRO-
GRESS IN OPPOSING THIS APPLICATION. THE EMBASSY IS
REQUESTED TO FOLLOW THE EFFORTS TO SECURE DENIAL OR WITH-
DRAWAL OF THE APPLICATION. A REPORT ON THE OUTCOME OF THE
OPPOSITION EFFORT WOULD BE APPRECIATED.

VANCE

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: MUSIC, TRADEMARK REGISTRATIONS, INSTRUMENTS
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE057311
Document Source: CORE
Document Unique ID: 00
Drafter: SRPRUETT:BT
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Executive Order: N/A
Errors: N/A
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Film Number: D770089-0680
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